

**BROKEN ARROW CONVENTION AND VISITORS' BUREAU  
REGULAR MEETING MINUTES  
March 12, 2007**

**The Broken Arrow Convention and Visitors' Bureau met in regular session in the City Hall Conference Room, on Monday, March 12, 2007 at 3:00 pm.**

**1. Call to Order**

Chairwoman Patsy Terry called the meeting to order at 3:00 pm.

**2. Roll call**

**Convention and Visitors' Bureau Board**

<b>Present:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman entered the meeting at the noted time of 3:02 pm, Russell Parker entered the meeting at the noted time of 3:05 pm.
<b>Absent:</b>	Tricia Gilmore

**City Staff**

<b>Present:</b>	Lori Hill, Anne Mize, Keith Sterling
<b>Absent:</b>	

**Guests**

	Sandy Montgomery
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**3. General CVB Business**

**a. Approval of minutes of the regular meeting of February 12, 2007**

<b>Motion:</b>	<b>Move to approve minutes</b>
<b>Motion by:</b>	Kate Buster
<b>Second:</b>	LaTonya Cundiff
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**b. Consideration and possible discussion of FYTD Grant Requests, including presentation by Broken Arrow Arts and Humanities Council**

Lori Hill introduced Sandy Montgomery with the Broken Arrow Arts and Humanities Council.

Ms. Montgomery presented a request for funding for the “Tuesdays in the Parks” program. Ms Montgomery provided a brief history of the program and the need for funding. This year will mark the 10<sup>th</sup> anniversary of the program.

**c. Consideration, discussion and possible approval of funding for City Branding Project**

Lori Hill introduced the item. Ms. Hill stated the CVB has approximately \$75,000 in reserve. A request has been made for the CVB to fund \$36,000 for the City Branding Project.

Keith Sterling, Director of Communications, provided background on the selection process, steering committee, logo and design development, and marketing plan.

<b>Motion:</b>	<b>Motion to approve funding for City Branding Project of \$36,000</b>
<b>Motion by:</b>	Jo Ellen Clow
<b>Second:</b>	Russell Parker
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**d. Consideration, discussion and possible approval of hotel tracking software purchase**

Lori Hill made suggestion to postpone this item until research could be done in-house.

<b>Motion:</b>	<b>Motion to postpone until CVB May meeting</b>
<b>Motion by:</b>	LaTonya Cundiff
<b>Second:</b>	Kate Buster
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**e. Consideration, discussion and possible approval of Bass Pro Advertising**

Lori Hill introduced the item and provided a brief background on the advertising specifications. Discussion followed regarding the City’s current contract with Bass Pro.

<b>Motion:</b>	<b>Motion to postpone until CVB May meeting</b>
<b>Motion by:</b>	Jeff Hartman
<b>Second:</b>	Kate Buster
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**f. Consideration, discussion and possible approval of Oklahoma Society of Association Executives Membership**

Lori Hill introduced the item. Ms. Hill explained the benefits of membership.

<b>Motion:</b>	<b>Motion to approve membership in Oklahoma Society of Association Executives</b>
<b>Motion by:</b>	Russell Parker
<b>Second:</b>	LaTonya Cundiff
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**g. Consideration, discussion and possible selection of most advantageous tourism advertising opportunities**

Lori Hill introduced the item. Discussion was held regarding advertising in the Community Spirit magazine. Follow-up from February meeting.

<b>Motion:</b>	<b>Motion to approve advertising of a full page ad in the Community Spirit magazine. April “travel” issue</b>
<b>Motion by:</b>	Patsy Terry
<b>Second:</b>	Jo Ellen Clow
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

Audio equipment failed at the noted time of 3:48 pm. The following is a summary of notes from Tourism Director Lori Hill.

**4. Tourism Director’s Report including updates on the following:**

**a. Year to Date Fiscal Budget**

<b>Motion:</b>	<b>Motion to accept Year to Date Fiscal Budget</b>
<b>Motion by:</b>	Kate Buster
<b>Second:</b>	Jo Ellen Clow
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**b. Updated Hotel/Motel Tax Receipts**

<b>Motion:</b>	<b>Motion to accept Updated Hotel/Motel Tax Receipts</b>
<b>Motion by:</b>	Russell Parker
<b>Second:</b>	Kate Buster
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**5. Remarks and inquiries from CVB members**

Lori Hill announced Tricia Gilmore has resigned from CVB. Ms. Hill requested CVB members bring nominations for replacement to the April meeting.

**6. Adjournment**

<b>Motion:</b>	<b>Motion to adjourn</b>
<b>Motion by:</b>	Patsy Terry
<b>Second by:</b>	Jo Ellen Clow
<b>Ayes:</b>	Patsy Terry, Kate Buster, Jo Ellen Clow, LaTonya Cundiff, Jeff Hartman, Russell Parker
<b>Nays:</b>	None

**The meeting adjourned at the noted time of 4:03 pm.**

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_